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Source Type: Wire feed

ProQuest document ID: 69618060

Text Word Count 669

Article URL: [http://gateway.proquest.com/openurl?url\\_ver=Z39.88-2004&res\\_dat=xri:pqd&rft\\_val\\_fmt=info:ofi/fmt:kev:mtx:journal&genre=article&rft\\_dat=xri:pqd:did=0000000069618060](http://gateway.proquest.com/openurl?url_ver=Z39.88-2004&res_dat=xri:pqd&rft_val_fmt=info:ofi/fmt:kev:mtx:journal&genre=article&rft_dat=xri:pqd:did=0000000069618060)**More Like This** >> [Show Options for finding similar articles](#)**Abstract** (Article Summary)

M2 PRESSWIRE-14 March 2001-Binary Meetings: Promote, Position and Protect - "It can pay off handsomely to be more visible on the internet but be careful you are not, at the same time, more vulnerable" (C)1994-2001 M2 COMMUNICATIONS LTD UK -- Deploying a web site is only a small part of a much larger campaign to get your company noticed on the internet. Over 65% of visitors who arrive at a web site reach their destination as a result of first searching one or more of the major US and international search engines. Ensuring that your site is both listed and can easily be found among the millions of other web sites is probably the single most important and cost effective element in a successful web marketing strategy. The major US and international search engines and directories have become key gateways, routing people from their search results pages to (hopefully) relevant web based resources. Being listed and highly ranked on one or more of the major US and international search engines is a valuable marketing communications resource. Because of this, your on-going relationship with the search engines needs to be effectively managed just like any other marketing communication channel. At the same time your publicly available content, including your brand name and other proprietary content, needs to be protected against misuse by competitors and others.

**Full Text** (669 words)*Copyright Academy of Management Mar 14, 2001*

M2 PRESSWIRE-14 March 2001-Binary Meetings: Promote, Position and Protect - "It can pay off handsomely to be more visible on the internet but be careful you are not, at the same time, more vulnerable" (C)1994-2001 M2 COMMUNICATIONS LTD UK -- Deploying a web site is only a small part of a much larger campaign to get your company noticed on the internet. Over 65% of visitors who arrive at a web site reach their destination as a result of first searching one or more of the major US and international search engines. Ensuring that your site is both listed and can easily be found among the millions of other web sites is probably the single most important and cost effective element in a successful web marketing strategy. The major US and international search engines and directories have become key gateways, routing people from their search results pages to (hopefully) relevant web based resources. Being listed and highly ranked on one or more of the major US and international search engines

is a valuable marketing communications resource. Because of this, your on-going relationship with the search engines needs to be effectively managed just like any other marketing communication channel. At the same time your publicly available content, including your brand name and other proprietary content, needs to be protected against misuse by competitors and others. The good news is that search engines and directories are getting bigger, better, more intelligent and more accurate. The bad news is that getting listed on these Search Engines is problematic. They are constantly evolving their submission criteria, reviewing their acceptance policies, and changing their search algorithms. This is a problem for any company, large or small, but it is a particular problem for small to medium sized companies who may not have the time, resources or skills, in-house, to optimize their search engine strategy. What is needed is a comprehensive service which will promote, position and protect your web site, making you visible but not vulnerable. This service is now available as a single, bundled service from Binary Meetings Ltd. ( [http:// www.binarymeetings.com](http://www.binarymeetings.com) ) and The Press Release Network ( [http:// www.pressreleasenetwork.com](http://www.pressreleasenetwork.com) ) The service is offered in 6 stages: (a) Step 1: Domain visibility check - Software will visit your domain to determine its overall visibility to search engines, check navigability, usability, determine download times etc. A comprehensive report will be produced which will define any work needed to ensure the site is visible to search engines before step 3 is undertaken. (b) Step 2: Keyword research - Software will visit the web sites of companies with similar products or services, particularly those with the highest Search Engine visibility and determine the optimum keyword set. (c) Step 3: Submission to Search Engines - Automated Software will submit the URL to all the selected search engines, if necessary translating the submission details for search engines who require submissions in languages other than English. (d) Step 4: Ranking Analysis - Monthly ranking analysis will be undertaken to determine current position and movement up or down the ranking tables. (e) Step 5: Brand Monitoring - Automated software will monitor the **Search Engines for brand name** hijacking and unattributed use of corporate or brand property. (f) Step 6: Traffic Generation - 1 press release per month for 12 months, distributed to major international on-line and off-line media titles will generate newsflow to drive additional traffic to the site. Further information is available from Binary Meetings Ltd. who can be contacted on 01257 400 384 or visit their web site at [http:// www.binarymeetings.com](http://www.binarymeetings.com) or from Press Release Network who can be contacted on 00 97150 644 9103 [editor@pressreleasenetwork.com](mailto:editor@pressreleasenetwork.com) [http:// www.pressreleasenetwork.com](http://www.pressreleasenetwork.com) Binary Meetings Ltd. TSIC University of Ulster Northland Road, Londonderry, BT48 7JL, U.K. Tel +44 01257 400 384 Fax +44 01257 400 891 Email [info@binarymeetings.com](mailto:info@binarymeetings.com) [http:// www.binarymeetings.com](http://www.binarymeetings.com) ((M2 Communications Ltd disclaims all liability for information provided within M2 PressWIRE. Data supplied by named party/parties. Further information on M2 PressWIRE can be obtained at <http://www.presswire.net> on the world wide web. Inquiries to [info@m2.com](mailto:info@m2.com))).

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